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April 2019 NTRWA Newsletter

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North Texas
Romance
Writers
of America
ntrwa.org



SELLING BOOKS
NOT YOUR SOUL
KRISTEN LAMB
JUNE 15

GET PUBLISHED 10:00 to 10:30

BUSINESS MEETING & LUNCH 12:15 to 1:30

The Heart to Heart

NTRWA

Founded March 1983

Chapter 33, Region 5

April 2019

Volume 37, Issue 3

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WORKSHOP: JUNE**Kristen Lamb**

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Membership**Director**

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Linda Bolton

Want to be a part of the NTRWA machine?! Contact Chrissy - president@ntrwa.org

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Chrissy Szarek

PRO Liaison

Randee
Paraskevopoulos

Bylaws

Angi Morgan

Books Not Your Soul

All authors need a brand, so this session will cover how to locate and then cultivate your audience into passionate fans who BUY YOUR BOOKS!

How can you grow your platform and turn your name alone into a bankable asset? Not as hard as you might have been led to believe.

You DO NOT need to be a tech guru/mega-high-pressure-sales person to excel at this. In fact, best you aren't.

Yet, the reality is that in the digital age of commerce, consumers rely on brands more than ever in human history. They're overwhelmed and we can help them out....by finding US.

Consumers (which is code for readers) buy from who they know, like and trust. In a sea of infinite choices a powerful NAME is a tremendous asset.

Can you say "J.K. Rowling"?

The single largest challenge all writers face in the digital age is discoverability and connecting with our audience is a challenge but nothing we can't handle.

This class will address:

– What is a brand? How to make one uniquely your own. – How to BE YOU! You're a writer, not an

[Subscribe](#)[Past Issues](#)[Translate ▼](#)[RSS](#)**The Carolyn**

Audra Lewandowski

Great Expectations

Amanda Byrd

Hospitality

Amanda McMurrey

Writing Incentives

Kim Miller

Get Published

Jen FitzGerald

Two Step 2019 Conference

Linda Bolton

creativity for better results (No one likes SPAM, so don't serve it!). – How to use this information to locate, engage and cultivate an audience. – Myths about exposure. – Common scams that will wreck your brand and earning ability. – Why most promotion is a waste of money.

**#GETPUBLISHED - June****Jen Geigle Johnson**

Learn all about blogging and newsletters.

Join us @ 10am sharp for a brand new year of GET PUBLISHED! Please see the article below from Jen FitzGerald for more info. Our great club will help YOU finally grab that spanking new publishing contract or enable you to hit PUBLISH on that

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FROM THE PRESIDENT CHRISSY SZAREK

Well, another month has slipped by my notice.

I cannot BELIEVE it's June. WOW! How did that happen?

I hope the chaos of the coming summer doesn't throw you off your game—or your goals. Of course, with the kids out of school, and family vacations, our "plans" sometimes have to change, but don't let the words—and the sight of YOU for yourself—go completely out of focus.

Continue to make time for yourself and get those words down. Remember, if you write 50 words in a few minutes, or 1000 words in an hour, it's words you didn't have before.

When your family is screaming for your attention—in some cases, literally—it's hard to maintain your focus, but remember that you're a priority as much as your kids are.

I know, easier said than done, but I'll channel Yoda again, "There is no try. There is only do."

Chant it if you need to, I certainly do.

There's no shame in taking time out, either, if you need to, so make sure you enjoy that vacation when you go.

Maybe you can stow your kids somewhere and write, if you want. LOL.

Oh, and I need a favor. If you feel like there's a role you can do for the chapter, please step up! We need help for the upcoming fiscal year. Remember, we change over 8/31/19! If there's something you want, or you don't know what we need, please drop me an email. J

Have a great June, and onto a great summer!

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NTRWA was well represented this year at Fresh Fiction's Boas and Tiaras event by these gorgeous members.

We look forward to hearing how it went at June's meeting.

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Book Proposal Basics – Endorsements: Who Do You Know?

By **Tamela Hancock Murray**

The endorsement section can be intimidating for the author who's unsure if her connections in the industry are strong enough to garner endorsements. While that may be a valid concern, don't let this stop you from submitting your proposal to agents.

Often endorsements are received after the book is already contracted and moving toward publication. What we are talking about here is having an endorsement as part of your proposal.

Make sure you do not simply list all the famous people you've ever read about. We've seen proposals that read something like this: "I will attempt to secure an endorsement from Bill Clinton, former President of the United States." Some proposals might list a roster of famous TV preachers. Please avoid these designations *unless you really and truly know these people well enough to ask for their endorsement.*

I Really Don't Know Anyone

If you genuinely don't know anyone well enough to make a list, send the proposal without this section. When your work piques the interest of an agent, talk to her about that section then.

How Many Endorsers Do I Need?

For the proposal, one major endorsement would be great. Place that famous-author endorsement at the beginning of the proposal.

However, most authors don't come to us with a household-name endorsement. Then, simply list well-known professionals in publishing or in the field you're writing about that you know well enough not to have your phone call ignored or your email deleted.

In the proposal, it's fine to list three or four names, although we've all seen proposals listing many more.

Which Friends Do I List?

If you do not have an endorsement as part of the proposal, this section can list those whom you will ask when the time comes. These are authors you are friendly with and where including them will feel natural. But if you're debating about whether or not to add someone, I'd stick with published authors you know well enough to interact with reasonably often. By this, I don't mean you follow them on Twitter and "like" their Facebook posts but receive no response from the author. But you chat back and forth, at least enough that the author knows your name and has a sense of who you are when the publisher asks for an endorsement. Please don't target authors for

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are lots of rabbits your team can pull out of their fashionable hats!

I Interact with Lots of Authors!

Great! From your crowd, choose:

1. Major authors, or at least well-known authors
2. Authors writing books similar to yours
3. Authors writing for your dream publishing house(s)
4. Authorities in the field you are writing about (nonfiction)

But Margie Major Is Busy!

That's okay. List Margie Major anyway. Everyone understands that she may not be available to endorse at the right time.

Do I Ask for Endorsement Now or Later?

1. **Yes:** The author is a critique partner or has otherwise coached you and read enough of your book to understand its essence and your writing. That author may be willing to endorse you now and write that endorsement to include in the proposal.
2. **Yes:** The author knows your work and is willing to write an endorsement about your work, although not necessarily the book you are currently marketing.
3. **No:** *This is the answer the majority of the time.* You are listing an author friend who doesn't have enough knowledge of your work or current project to write an endorsement today. This author will need to read the book before endorsing and may not be available at the time.

Your endorsement list could be people the publisher might want to ask on your behalf to endorse your work.

That's all. Don't despair if you feel you come up short in this section. Although endorsements are significant, in all my years as an agent, I have never sold a book based on an endorsement alone, no matter how heavy the hitter.

Again, it's great to have friends, but the project must deliver and be what the editor wants and needs at that time.

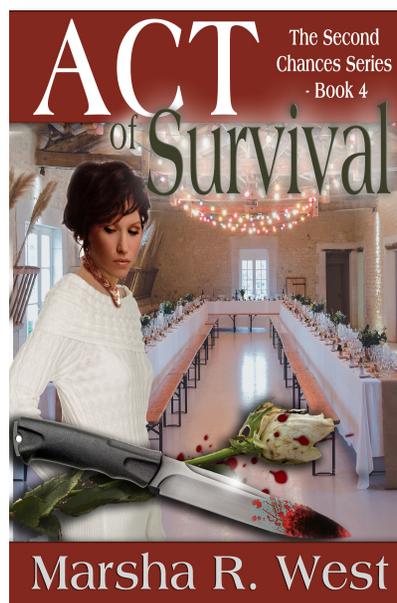
Happy writing!

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Facebook Changes

by @MiaLondon - Audra Lewandowski
@NTRWA Social Media

Okay, folks! Here's some tips based on the algorithm changes Facebook made last year.

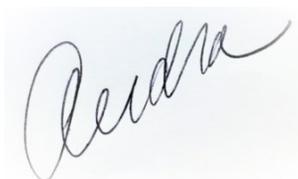
1. Post 2-3 times a day. More than that and your following goes DOWN. Space the posts about 6 hours apart.
2. Stories is the name of the game. Do more on your "Story," that will gain you more exposure.
3. Don't share outside links in your posts. Put it in the comments below, or on your video (if you do one.) Facebook's goal is to keep people on their platform. Get it?
4. Watch promotion talk (*my book is on sale*). It lowers your exposure. More conversation.
5. Watching fishing talk (*how do you like my hair*). It lowers your exposure. If you use "Comment below," Facebook will crush that post.
6. Asking questions is still good, esp. if it starts with "should," "would," "which," or "who."
7. Create evergreen content. Because of the insane volume, FB may take 24 to 48 hrs to show your post(s).
8. If a post really tanks, just delete it. Otherwise, it can just lower your reach (drag you down like a boat

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These are just guidelines. If you are "breaking" these rules but it works- Good. If your exposure has dropped on FB, this list is a must-follow. Make sense?

Know thisà Facebook wants quality conversations. (Oh, I'm having some flashbacks to last month's tips.) J

Happy socializing!



UPCOMING LOCAL EVENTS

August 9-10, 2019

Book Bonanza

<https://bookbonanza19.com/>

October 27, 2019

Buns n Roses Literacy Tea

<http://www.bunsandroses.org>

November 8-10, 2019

Readers n Ritas hosted by Fresh Fiction

<http://www.freshfiction.com>

Have an event you want to share? Email us via newsletter@ntrwa.org so we can add it to the list!

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May 18, 2019

The meeting was called to order at 12:30 p.m. by past president, Audra Lewandowski, as Chrissy Szarek was unable to be present. Audra reported president elect, Susan Person Miller, has stated she cannot fulfill those duties, so we need to elect a president and a president-elect in July or August as our fiscal year begins on September 1st.

No corrections were presented to the minutes of the April meeting, so it will be filed.

Treasurer Regina Richards presented the treasurer's report and made copies available. She stated our G.E. contest made good money, and we need to keep it up, because it takes a lot of money to keep NTRWA going.

Audra, chairperson of the Carolyn Contest, reported the winners will be featured in a July ad in RWR.

Lisa Fenley reported the need for obtaining final judges for next year's G.E. contest. She is waiting on one editor judge's report to announce the winners. She reported a survey of Golden Heart finalists, which indicated most writers enter contests that feature editors they want to read their entries. She says the contest chairperson has to spend too much time, and that category coordinators should take on some of the work.

As writing incentive chairperson, Lisa Fenley announced a write-in at Celia Naples home on May 25, from 3-6. Next month's write-in will be at Lisa's home with a pool to swim in.

Audra Lewandowski, chairperson of the Carolyn Contest, announced the finalists and stated the winners will be announced in May.

Jen FitzGerald, chairperson of the Get Published Program, announced the speakers and subjects for the following months.

Gina Nelson, cruise chairperson, announced we will withdraw our reservation from Carnival Cruise Lines, which are on probation.

Vana (Nirvana) Keightley, has had three books published. She made the best seller list and sold 3,000 books. She writes erotic romance.

The writers with the most pages written were, in order, Rifi Strawn, Vana Keightley, and Jerrie Alexander. The writers who edited the most pages were Carolyn Rae, Rifi Strawn, and Sue Haas.

The meeting was adjourned at 12:50 p.m.

Respectfully submitted by Carolyn Rae Williamson, Secretary.

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